

Station WPGH-TV PITTSBURGH, PA  
Advertiser ( ) POLITICAL ISSUE GROU  
Product NRCC IE 2012  
Estimate# 2600  
Buyer BEN ANGLE  
Phone#  
Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING  
815 SLATERS LANE  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E //2600  
Flight Dates 09/21/2012 - 09/27/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) KATHRYN SARDINSKY  
  
Salesperson Phone# 202-955-5342  
Salesperson FAX#

--- CONTRACT COMMENT ---

NRCC IE 2012 \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

PLS SEE LNS 3, 4, AND 5 FOR REVISIONS.  
THANKS,  
ANDREW

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
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1	09/21-09/27	6P-603P	BIG BANG THEORY	:30	\$600.00	F,M-TH	5	1	5	\$3,000.00
2	09/21-09/27	7P-730P	BIG BANG THEORY B	:30	\$1,000.00	F,M-TH	5	1	5	\$5,000.00
*3	09/21-09/21	8P-9P	TOUCH	:30	\$1,000.00	F	2	1	2	\$2,000.00
		Station Remark: V2 PLS CHG PRG TO BONES 1X 9/21 STP @ NCIR.								
*4	09/21-09/21	9P-10P	FRINGE	:30	\$1,000.00	F	2	1	2	\$2,000.00
		Station Remark: V2 PLS CHG PRG TO MOB DOCTOR 1X 9/21 STP @ NCIR.								
*5	09/21-09/27	10P-1030P	NEWS	:30	\$900.00	F,M-TH	5	1	5	\$4,500.00
		Station Remark: V2 PLS EXPAND TP TO 10-11P.								

---REPORT TOTALS---

Report Totals: 19 / \$16,500.00

---SALES MONTHLY TOTALS---

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Sep 12: 19 / \$16,500.00

Sales Totals: 19 / \$16,500.00

Station Totals: 19 / \$16,500.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$103,125	CABL	0%	KDKA	34%	UNKN	0%	WPCW	0%	WPGH	16%
		WPMY	0%	WPXI	25%	WTAE	25%				

---COMPETITIVE COMMENTS---

MKT TOTAL ALL WEEKS =\$1206300

Books null

Demos RA35+